

<b>INFORMATION DISCLOSURE CITATION</b>				Docket Number 99-006		Serial Number 09/274,281		
				Applicants WALKER et al.				
				Filing Date March 22, 1999		Group Art Unit 2166		
<b>U.S. PATENT DOCUMENTS</b>								
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIAT E	
gl	A	5,420,606	05/30/95	Begum et al.	345	156		
	B	5,570,417	10/29/96	Byers	379	115		
	C	5,717,860	02/10/98	Graber et al.	395	200.12		
	D	5,721,827	02/24/98	Logan et al.	395	200.47		
	E	5,727,153	03/10/98	Powell	395	214		
	F	5,734,838	03/31/98	Robinson et al.	395	214		
	G	5,761,648	06/02/98	Golden et al.	705	14		
	H	5,774,868	06/30/98	Cragun et al.	705	10		
	I	5,794,220	08/11/98	Hunt	705	40		
	J	5,806,044	09/08/98	Powell	705	14		
	K	5,812,769	09/22/98	Graber et al.	395	200.12		
	L	5,822,736	10/13/98	Hartman et al.	705	1		
	M	5,839,119	11/17/98	Krsul et al.	705	39		
	l	N	5,855,008	12/29/98	Goldhaber et al.	705	14	
<b>FOREIGN PATENT DOCUMENTS</b>								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No
<b>OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)</b>								
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EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
21	O	5,587,175	01/05/99	Day et al.	705	14	
	P	5,870,030	02/09/99	DeLuca et al.	340	825.44	
	Q	5,873,068	02/16/99	Beaumont et al.	705	14	
	R	5,873,069	02/16/99	Reuhl et al.	705	20	
	S	5,884,292	03/16/99	Baker et al.	705	403	
	T	5,890,135	03/30/99	Powell	705	14	
	U	5,893,075	04/06/99	Plainfield et al.	705	14	
	V	5,918,211	06/29/99	Sloane	705	16	


FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
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21	W	Rozen, Miriam, "What's New In Joint Promotions", The New York Times, March 10, 1985, Section 3, Col. 1, Financial Desk, pg. 23.
21	X	Royall, Katcher, P., "Getting products to consumers; The Basics of Retailing, part 2", Automotive Marketing, May 1990, Section: Vol. 19, No. 5, pg. 34, ISSN: 0193-3264.

EXAMINER <i>Ad Reuhl</i>	DATE CONSIDERED: <i>1/13/03</i>
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<i>g</i>	Y	Booker, Ellis, "Checkout lines to offer more than just candy and waiting", Computerworld, May 21, 1990, Section: PCs & Workstations, pg. 47.			
<i>g</i>	Z	Shaw, Robert, "How the Smart Card is Changing Retailing", Long Range Planning, 1991, Vol. 24, No. 1, pp. 111-114.			
<i>g</i>	AA	"Checkstands Boost Supermarket Profits", Chain Store Age Executive, December 1991, pp. 15B-16B.			
<i>g</i>	BB	"Set-top 'Converger'; Interactive Initiatives Abound at NCTA Convention", Communications Daily, June 10, 1993, Section: Vo. 13, No. 111, pg. 9.			
<i>g</i>	CC	Mandese, Joe, "Interactive puts radio at crossroads; Out-of-home role, tapping into digital tech could ensure future", Advertising Age, October 25, 1993, Section: News, pg. 12.			
<i>g</i>	DD	Rosenberg, Joyce M., "GE Capital Comes To Macy's Aid Again", AP Worldstream, February 17, 1994, Section: Financial pages.			
<i>g</i>	EE	Patch, Kimberly, "Sled InterNIC debut Internet services", PC Week, May 16, 1994, Section: Vol. 11, No. 19, pg. 130, ISSN: 0740-1604.			
<i>g</i>	FF	Ratliffe, Mitch, "Lucie; interactive information, advertising stands upright, prepares to walk", Digital Media, June 8, 1994, Section: No. 1, Vol. 4, pg. 14, ISSN: 1056-7038.			
<i>g</i>	GG	Armstrong, Larry, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, Section: Information Processing, No. 3377, pg. 164.			
<i>g</i>	HH	Bowles, Bob et al., "ADSI: maximizing the synergy between the network and terminals; analog display services interface", Telephony, August 29, 1994, Section: Vol. 227, No. 9, ISSN: 0040-2656.			
<i>g</i>	II	Ratliffe, Mitch, "All roads lead to Microsoft? Microsoft's 'Windows everywhere' strategy", Digital Media, March 6, 1995, Section: No. 10, Vol. 4, pg. 3, ISSN: 1056-7038.			
<i>g</i>	JJ	Meece, Mickey, "Big Finance Companies May Want Piece of Limited's Private-Label Card Program", The American Banker, April 12, 1995, Section: Credit/Debit/ATMs, pg. 8.			
EXAMINER		 DATE CONSIDERED: <i>1/10/23</i>			
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SL	KK	Various telecommunications-related articles in Communications Daily, May 15, 1996, Vol. 16, No. 95, pg. 4.
SL	LL	Nolle, Tom, "Overcoming cellular déjà vu; personal communications services", America's Network, September 15, 1996, Section: No. 18, Vol. 100, pg. 70, ISSN: 1075-5292.
SL	MM	Meece, Mickey, "MasterCard, Retailers Testing Point of Sale Discounts Program", The American Banker, September 24, 1996, Section: Credit/Debit/ATMs, pg. 14.
SL	NN	Fickenscher, Lisa, "Amex to Start Free Rewards Program with Discounts on Merchandise", The American Banker, October 18, 1996, Section: Credit/Debit/ATMs, pg. 10.
SL	OO	"Battle of the bogoff: Roderick Oram on a clash between retailers and manufacturers", Financial Times (London), October 24, 1996, Section: Management: Marketing and Advertising, pg. 14.
SL	PP	Fitzgerald, Kate, "Amex Program Moves Loyalty to Next Level...", Advertising Age, November 4, 1996, Section: News pg. 2.
SL	QQ	Wessel, Harry, "Rewarding Experience?; Credit Cards Offering Bonuses Not for Everyone", Chicago Tribune, November 4, 1996, Section: Your Money, pg. 1, Zone C.
SL	RR	"AT&T Wireless adds convenience to buying cellular service", M2 Presswire, November 20, 1996.
SL	SS	"Merger Creates Alliance Data.", Credit Risk Management Report, December 16, 1996, Section: Vol. 6, No. 25.
SL	TT	Beyer, Leslie, "Target marketing made easy; supermarkets", Grocery Marketing, February 1997, Section: No. 2, Vol. 63, pg. 45, ISSN: 0888-0360.
SL	UU	Fickenscher, Lisa, "Merchant: American Express Seeks to Mine Its Data on Cardholder Spending Patterns", The American Banker, March 24, 1997, Section: Credit/Debit/ATMs, pg. 20.
SL	VV	Warner, Bernhard, "Ads in the Ether on PCS Phones, Pagers", Brandweek, March 31, 1997, pp. 46-48.
SL	WW	"Emagnet Plans to 'Push' Its Way Into Consumer Mindset, Pocketbook", Interactive PR and Marketing News, May 30, 1997, Section: Vol. 4, No. 22.
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SL	XX	Simon, Ruth, "Make Sure Your Rebate Card Still Delivers The Goods", Money, August 1997, Section: Your Money Monitor, pg. 42.	
SL	YY	Williams, Martyn, "Internet Updates", Newsbytes, August 4, 1997.	
SL	ZZ	Website: "MySimon Inc. - Simon's Search & Compare Shopping", (http // www mysimon com/), Copyright 1998.	
SL	AAA	Website: "Planet U, making promotional offers available to U", Copyright 1998.	
SL	BBB	"American Eagle Outfitters, Inc. Introduces the First Clear Credit Card", PR Newswire, March 26, 1998, Section: Financial News.	
SL	CCC	Stewart, Sinclair, "To mail or not to mail?", Strategy, October 12, 1998, Section: Strategy Directresponse Special Report, Couponing, pg. D21.	
SL	DDD	"Microsoft and First USA Announce \$90 Million Advertising Alliance for MSN", PR Newswire, October 28, 1998, Section: Financial News.	
SL	EEE	Dennis, Sylvia, "Visa Gets Ready for Interactive Set-Top Boxes", Newsbytes, December 14, 1998.	
SL	FFF	Shermach, Kelly, "Retailers Rebuild Roots As Loyalty Pioneers", Card Marketing, January 1999, Vol. 3, No. 1, (http // cardmarketing faulknergray com).	
SL	GGG	"FYI: Calls are free, after the ads", Star Tribune, January 14, 1999, pg. 1D.	
SL	HHH	Ellin, Abby, "Listening to an Earful For Savings", The New York Times, January 24, 1999.	
SL	III	Files, Jennifer, "Grocers, AT&T team up; 'Smart coupon to offer bonus", Dallas Morning News, February 6, 1999, Section: Business, pg. 12F.	
SL	JJJ	Wijnen, Renee, "Listening to Ads Earns Free Long Distance; Advertisers select target groups to hear messages", DM News, March 1, 1999, Section: Supplement, Teleservices News, pg. 1.	
SL	KKK	"Smart Cards: Buying Via Cable Lines", Future Banker, March 1, 1999, Section: Future Money, pg. 19.	
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g/	LLL	"ATM Ads" CardTrak Online, March 4, 1999, (wysiwyg //main 566/http //www cardweb com/cardtrak/news/1999/march/4a.html)	
g/	MMM	"Smart Card Quarterly", EFT Report, March 24, 1999, Section: Vol. 22, No. 6.	
g/	NNN	"\$20 in free groceries when you switch to AT&T Residential Long Distance Service. Call 1 800 288-2662", Coupon dispensing machine at a Safeway grocery store, May 19, 1999.	
g/	OOO	Website: "e-centives FAQs", (http www emagnet com/de.../mamfaq shtml?esid=1BCE295AD7F430039A-192-168-100-10), download date: May 23, 1999.	
g/	PPP	Website: "Five great reasons to enroll", Coolsavings, download date: May 23, 1999.	
g/	QQQ	Website: "MasterCard - The Smart Card: News & Views", download date: May 23, 1999.	
g/	RRR	Website: "Visa - Smart Cards - About Smart Cards", (http //www visa com/nt/chip/info.html), download date: May 23, 1999.	
g/	SSS	Website: "Windows CE: SmartCard Background", (http //www Microsoft com/windowsce/smartcard/start/background.asp), download date: May 23, 1999.	
g/	TTT	Website: "Deja.com: [email] FREE \$100 Aircheck plus \$15,000 in Travel", (http x24 deja.../getdoc xp?...), download date: May 24, 1999.	
g/	UUU	"Royal Bank is First to Offer Instant Discount Program on No-Frills, Low Rate Option and Classic Visa Cards", Canada NewsWire, July 2, 1999, Section: Financial News.	
g/	VVV	Higginbotham, Stacey, "Next, Online Bids Over Jail Time?", Business Week, July 19, 1999, Section: Up Front.	
g/	WWW	Armstrong, Larry, "The Free-PC Game: Lure 'Em In and Lock 'Em Up", Business Week, July 19, 1999, Section: Information Technology.	
g/	XXX	Poletti, Therese, "Latest Twist on Free PCs: Free iMacs", Fox News, August 3, 1999, (www foxnews com).	
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